

# MEDIA AS A FORCE FOR GOOD AND A FORCE FOR GROWTH



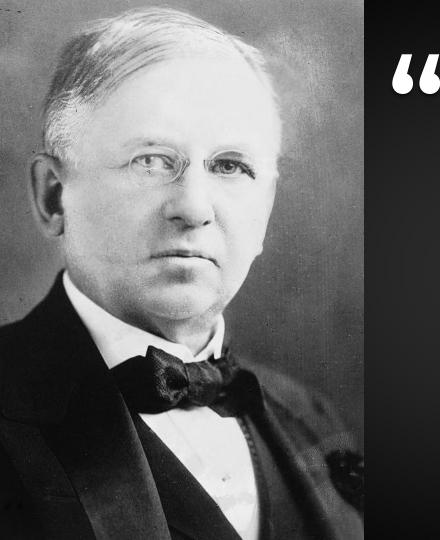
**Chief Brand Officer** 

ANA Media & Measurement Conference September 23, 2020

#### FORCE FOR **GOOD**

#### FORCE FOR **GROWTH**





### HALF THE MONEY **ISPENDON** ADVERTISING IS WASTED; THE TROUBLE IS I DON'T KNOW WHICH HALF.

JOHN WANAMAKER



### LEAD

CONSTRUCTIVE DISRUPTION

TO TRANSFORM MEDIA INTO A FORCE FOR GOOD AND A FORCE FOR GROWTH

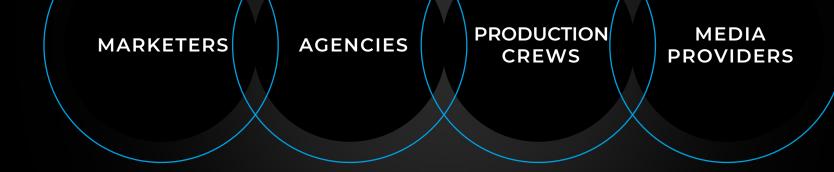
### CONSTRUCTIVE DISRUPTION





LEAD CONSTRUCTIVE DISRUPTION TO TRANSFORM MEDIA INTO A FORCE FOR GOOD AND A FORCE FOR GROWTH

STEP





#### 50% WOMEN | 50% MEN



### 40% MULTICULTURAL

13% Black | 18% Hispanic | 6% Asian-Pacific | 2% Native American









	GOAL	BRAND	AGENCY	PRODUCTION	MEDIA
WOMEN	50%	$\checkmark$	$\checkmark$	$\checkmark$	?
MULTICULTURAL	40%	Х	XX	?	?

## ELIMINATE SYSTEMIC INEQUALITIES

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5% multicultural marketing spending

STEP



### ELIMINATE SYSTEMIC INEQUALITIES

5% multicultural marketing spending

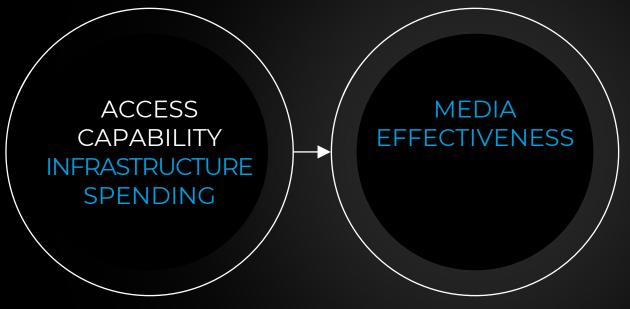
STEP

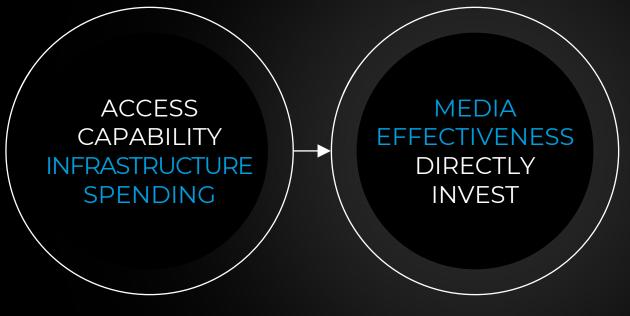
40% us multicultural population

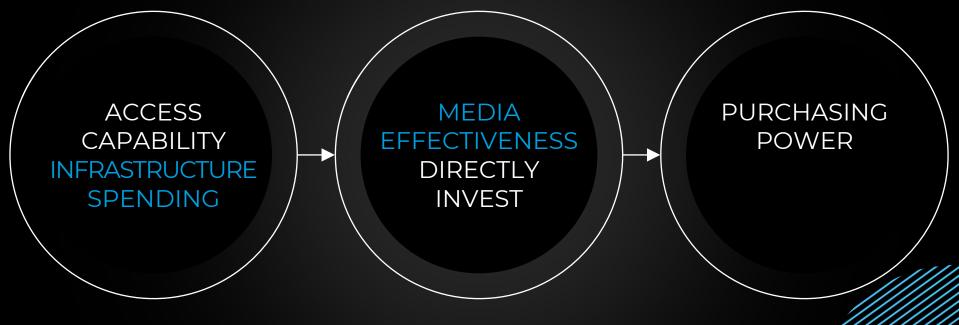


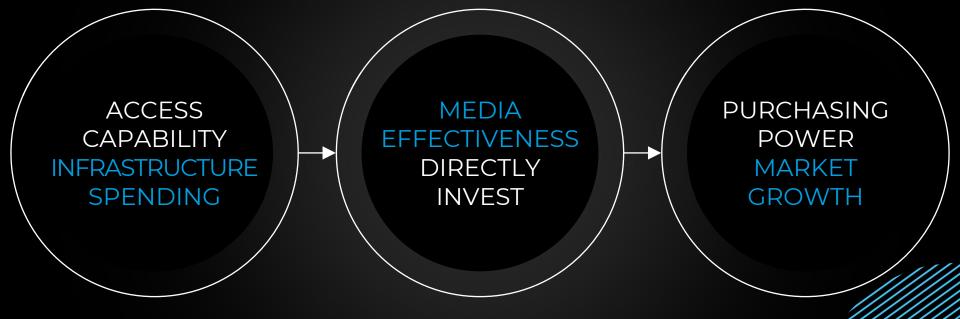
ACCESS CAPABILITY

ACCESS CAPABILITY INFRASTRUCTURE SPENDING



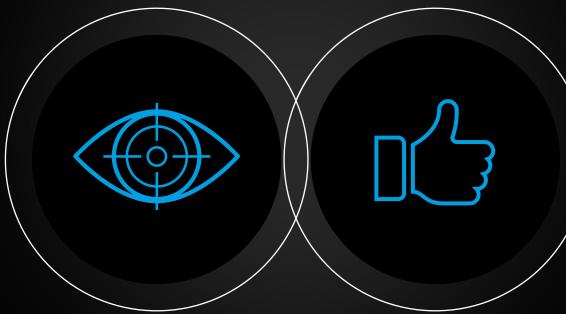








### ACCURATELY PORTRAY ALL HUMANITY





### ACCURATELY PORTRAY ALL HUMANITY

G

+10% TRUST

+20% PURCHASE



### ACCURATELY PORTRAY ALL HUMANITY



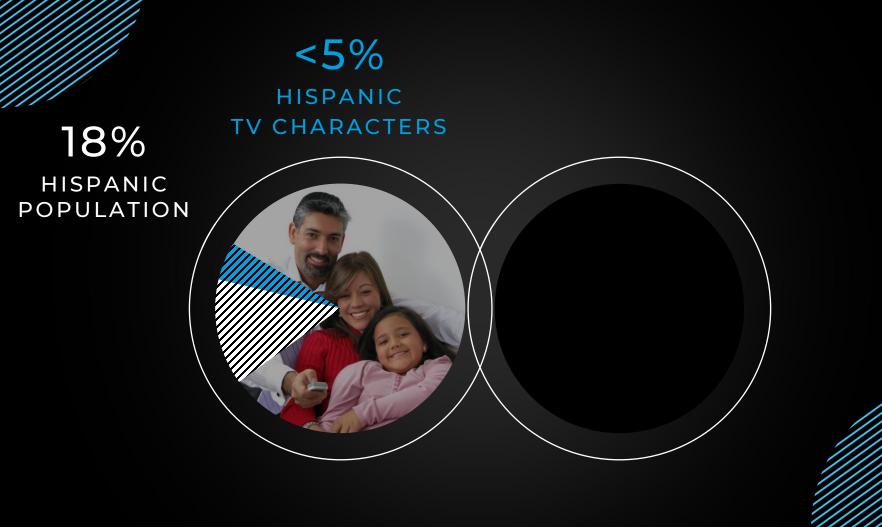
# **#SEEHER**

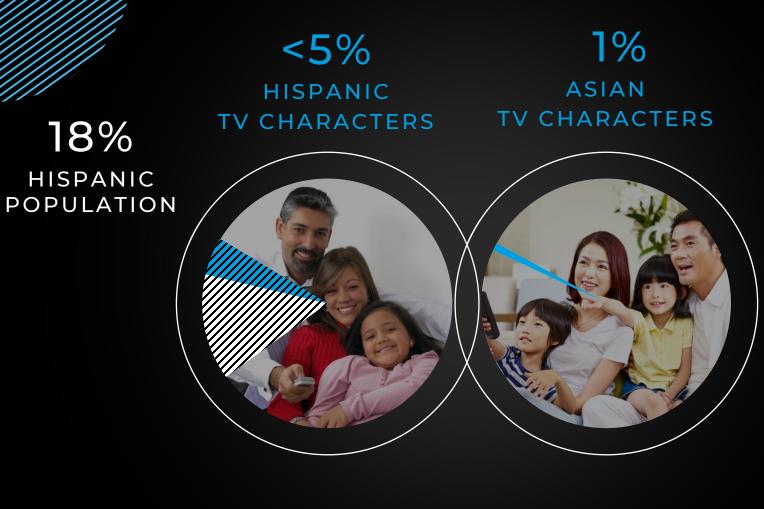
### **GOM 100% ADS** WITH SCORE ABOVE 100

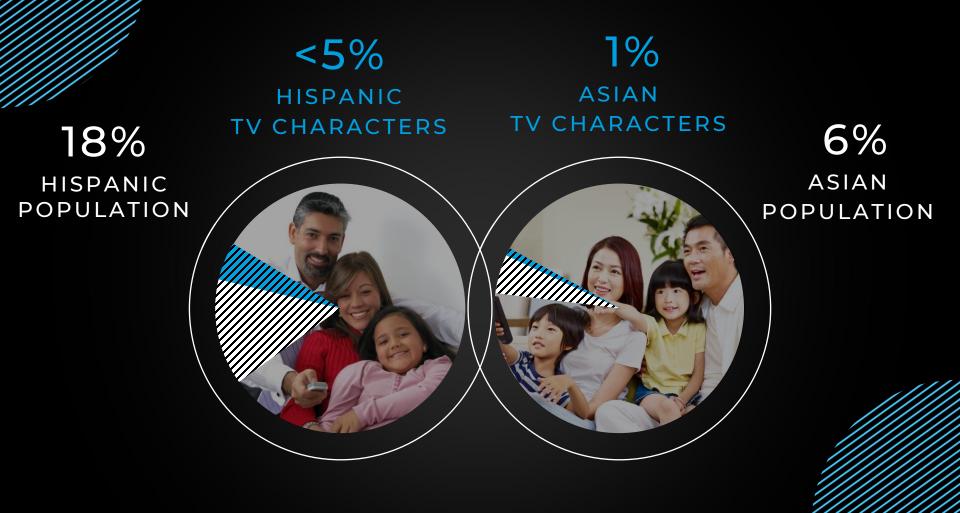
















## ELIMINATE HATEFUL CONTENT ONLINE

## ELIMINATE HATEFUL CONTENT ONLINE

## GARM

### ELIMINATING HATEFUL CONTENT SHOULD BE TABLE STAKES



#### **30 YEARS**



#### \$300 BILLION









#### UPFRONTS

## RATINGS

# RATES

#### RATINGS

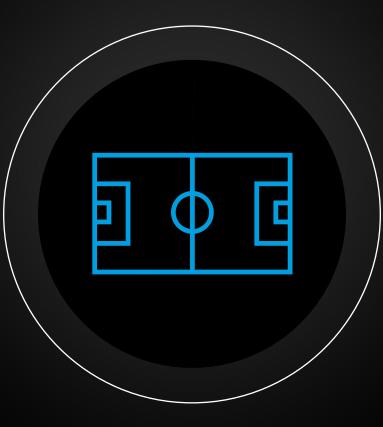
#### RATES

RATINGS

#### INFORMATION ASYMMETRY

#### FOMOs

#### LEVEL THE PLAYING FIELD





#### INFORMATION ASYMMETRY

Instagram

Pinterest

WhatsApp

~s

Hangours

R

~×

VouTube

Gmail

Email





## CROSS-PLATFORM MEASUREMENT

#### PROGRAMMATIC MEDIA



#### PROGRAMMATIC MEDIA













SUNDAY, MARCH 29TH 9PM ET/6PM PT







#### FOX PRESENTS THE IHEART LIVING ROOM CONCERT FOR AMERICA

WATCH ON

FOX

SUNDAY, MARCH 29TH 9PM ET/6PM PT







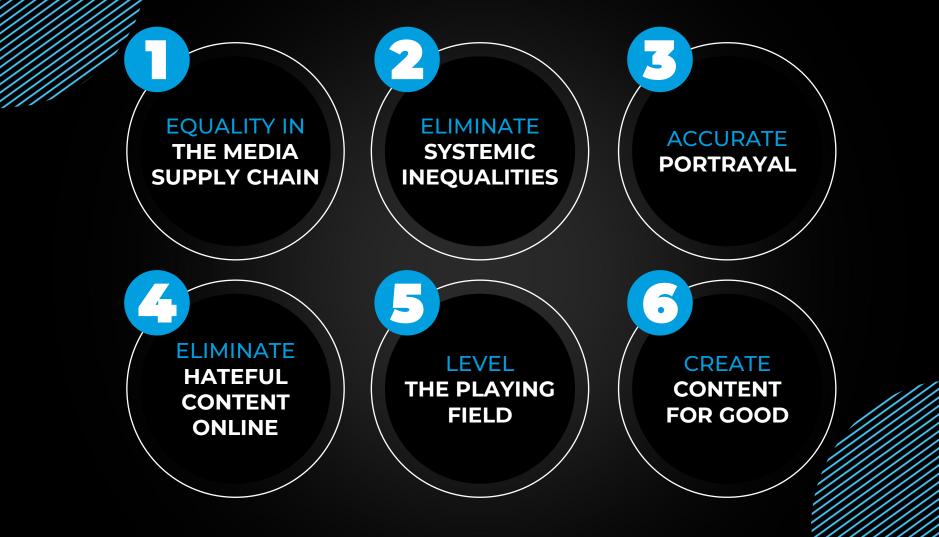












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## Thank You